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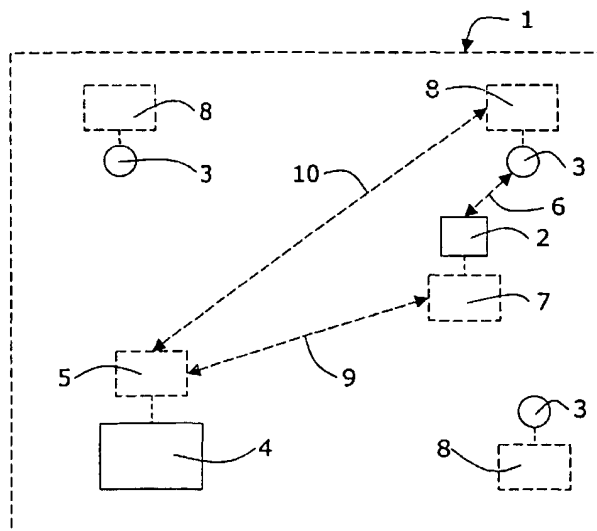
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**(54) Title: SYSTEM AND METHOD FOR MEDIA DISTRIBUTION IN A PHYSICAL AREA**



(57) **Abstract:** The present patent application relates to a system and method for media distribution in a physical area (1). The system comprises at least one uniquely identifiable first type tag (2), which can be carried around said physical area (1) by a user being visitor thereto and at least one uniquely identifiable second type tag (3), identifying a media access point in said physical area (1). Further comprised in the system is an administrative system (4) and communication means (5, 7, 8). At least one of said first and second type tags (2, 3) has means (6) for identifying combinations of first and second type tags brought into close proximity of each other and communicate information relating to these tags to the administrative system (4). The administrative system (4) is arranged to respond to this information through distributing to communication means (7, 8) associated with either of these tags media determined by the received information.

WO 2004/008343 A1